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February 16, 2007

SB 336

Chairman Weinberg

I am Dick Paulsen, representing the American Lung Association of the Northern Rockies.

On behalf of our association and the children of this state, we are very much in support of this bill that, if passed, will save many many lives.

As a Montana citizen, I am appalled and sickened by the fact that the tobacco companies are still allowed to legally make and sell their products in the same manner as candy manufacturers, using candy flavors.

Of course, common sense tells us that this appeals to children, which is why they make and sell the product. This truly is not an industry that cares anything about our children except to make them their next victim at the same time people make money in the process.

Not only does common sense tell us this is wrong, but there is science to back it up.

In November 2005, the Harvard School of Public Health published the results of a study to assess the role of candy- and liqueur-flavored cigarettes in the targeting of young smokers. Researchers reviewed internal tobacco industry documents to examine the use of flavors to target youth, including differences in flavor preferences among this target population, as well as industry product design and marketing strategies. They assessed internal industry research as well as U.S. patents to identify the use of new and non-conventional flavor delivery systems in cigarettes, including the possible effects on product delivery. They also considered the incorporation of new technology in recent products and policy implications based on their potential role in targeting new smokers.

The study found that tobacco industry's recent development of candy-like and fruity flavors mirrors the general explosion of the same flavor developments in other consumables, such as specialty drinks and snack food. "Young adult smokers represented an emerging "corporate priority" beginning in the late 1980s as an engine for industry market growth," the report stated. This Harvard study discovered that tobacco industry's own market research indicated that youth find flavored tobacco to be attractive.

In their own words, the tobacco industry have acknowledged: "younger smokers are more open to unique and exotic flavors than their older counterparts." Consequently, the nation's largest tobacco companies have gone to great lengths to develop high-tech flavor delivery systems for new candy, liqueur, and fruit-flavored cigarettes.

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In their discussion, the researchers observed, "Published research demonstrates a compelling link between youth-targeted product innovations and smoking behavior.<sup>i</sup>

For example, flavored cigarettes can promote youth initiation and help young occasional smokers to become daily smokers by reducing or masking the natural harshness and taste of tobacco smoke and increasing the acceptability of a toxic product."

A 2005 study by the American Lung Association found that 20 percent of 17 to 19-year-old smokers smoked flavored cigarettes.

My references to the above noted studies are attached.

I urge each of you to do what is right here and I thank Dr. Lind for bringing this legislation forward.

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<sup>i</sup> G.F. Wayne and G.N. Connolly, "How Cigarette Design Can Affect Youth Initiation into Smoking: Camel Cigarettes 1983-93," *Tobacco Control* 11, no. 1 Supp. (2002): I32-I39; J.R. DiFranza et al., "RJR Nabisco's Cartoon Camel Promotes Camel Cigarettes to Children," *Journal of the American Medical Association* 266, no. 22 (1991): 3149-3153; C. Lovato et al., "Impact of Tobacco Advertising and Promotion on Increasing Adolescent Smoking Behaviours," *Cochrane Database of Systematic Reviews* 3 (2003), [www.cochrane.org/reviews/en/ab003439.html](http://www.cochrane.org/reviews/en/ab003439.html) (23 August 2005); and M. Wakefield et al., "Role of the Media in Influencing Trajectories of Youth Smoking," *Addiction* 98, no. 1 Supp. (2003): 79-103.